

### REMARKS

In light of the Board's decision on October 27, 2010, Applicant has filed a request for continuing examination, in conjunction with which all the independent claims have been amended in the instant preliminary amendment. Independent claim 1 is discussed herein as representative of all the independent claims, insofar as the present amendments are concerned. Claim 1 now recites that a given pixel has a given has a given sub-pixel having a plurality of red components including a given red component, a plurality of green components including a given green component, and a plurality of blue components including a given blue component (see, e.g., paras. [0040-0042] of the specification).

Furthermore, the processing mechanism is recited in claim 1 as generating blue, red, and green intensities of the given sub-pixel, as follows. The blue intensity is generated based on a mean of the blue components multiplied by a sum of the given red component and the given green component, and divided by a sum of a mean of the red components and a mean of the green components. The red intensity is generated based on a mean of the red components multiplied by a sum of the given blue component and the given green component, and divided by a sum of a mean of the blue components and a mean of the green components. The green intensity is generated based on a mean of the green components multiplied by a sum of the given red component and the given blue component, and divided by a sum of a mean of the red components and a mean of the blue components. Support for this aspect of claim 1 is provided in Equation 1 of paragraph [0043] of the specification.

Applicant respectfully submits that the prior art does not suggest, teach, or disclose generating blue, red, and green intensities of a given sub-pixel in the manner now recited in claim 1. For instance, Colvocoresses (4,765,564) discloses a completely different manner for generating these intensities, in columns 5 and 6. Specifically, Colvocoresses is concerned with the spatial relationship among the various red, green, and blue components, and does not disclose, teach, or suggest generating blue, red, and green intensities of a given sub-pixel based on a mean

of one of the color components multiplied by a sum of two given color components, and divided by a sum of two means of the other two color components.

For this reason, Applicant respectfully submits that the pending claims are patentable, and earnestly requests their allowance.

Respectfully Submitted,



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Date

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